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Citation for published version:

Aiken, AL, Ellis, JA & Kang, M 2020, 'Do politicians "put their money where their mouth is?" Ideology and portfolio choice', *Management Science*, vol. 66, no. 1, pp. 376–396. <https://doi.org/10.1287/mnsc.2018.3175>

Digital Object Identifier (DOI):

[10.1287/mnsc.2018.3175](https://doi.org/10.1287/mnsc.2018.3175)

Link:

[Link to publication record in Heriot-Watt Research Portal](#)

Document Version:

Peer reviewed version

Published In:

Management Science

Publisher Rights Statement:

This is a pre-copyedited, author-produced version of an article accepted for publication in *Management Science* following peer review. The version of record is available online at: <https://doi.org/10.1287/mnsc.2018.3175>

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Do politicians “put their money where their mouth is?” Ideology and portfolio choice.*

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November 26th, 2017

Abstract

We examine the role of political ideology in portfolio formation by studying a unique set of investors whose ideology can be precisely captured by a well-defined, continuous measure and whose personal asset allocation decisions are mandatorily disclosed – namely, the members of the U.S. Congress. As such, we overcome important methodological issues facing previous work in this area. We find that politicians with similar beliefs hold similar portfolios and that more liberal members engage in more socially responsible investing (SRI), even within political parties. Politicians disproportionately favor the SRI categories that reflect their favorite issues, while salience plays an important role in activating their ideologically-based preferences for SRI. In addition, more ideological investors are less likely to engage in the quid pro quo behavior documented in Tahoun (2014). We conclude that ideology is a pervasive psychological factor that governs decisions across the domains of politics, investing, and even ethics.

JEL classification: G10, G11

Keywords: Political ideology, portfolio choice, socially responsible investing, salience, quid pro quo, behavioral consistency

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1. Introduction

Classical finance theory depicts investors as caring only about the expected risks and returns that financial assets, such as stocks and mutual funds, can offer. However, there is considerable evidence that investors are not only concerned with monetary payoffs, but also exhibit tastes for assets as consumption goods. As a prime example, some investors exhibit a preference for corporate social responsibility that can lead them to favor socially conscious firms and even exclude irresponsible firms from their portfolios in a process known as “socially responsible investing” (SRI). The popularity of SRI has grown rapidly, as SRI-dedicated institutional funds have increased from \$639 billion in assets under management in 1994 to \$8.72 trillion in 2015, or one out of every five dollars of money managed in the United States.¹ This phenomena is important to consider, since, as argued by Fama and French (2007), investor tastes can have crucial implications for asset pricing.

A growing literature argues that an important source of investor tastes comes from their political ideology.² Political ideology typically refers to where an individual falls along the traditional liberal-conservative spectrum and seems to be related to cognitive approaches. For example, conservatives often appear to be more deliberate when making decisions, while liberals have a greater tolerance for ambiguity and an openness to new experiences.³ There is also evidence that political beliefs stem from deeply rooted moral intuitions, and that the differences across people on the ideological spectrum can be traced to the different weights they place on moral values (Haidt (2012)). For example, liberals have been shown to care relatively more about the moral domain of care/harm (caring for the welfare of others) than do conservatives (Graham, Haidt, and Nosek (2009)). Research has shown that liberals are more concerned about environmental issues because they view them in moral terms through this care/harm frame, whereas conservatives typically do not moralize environmental issues because they are not framed within the moral domains that conservatives find most important (Feinberg and Willer (2013)).⁴ Because ideological differences

¹U.S. Forum for Sustainable and Responsible Investment. See <http://www.ussif.org/sribasics>.

²E.g., Bonaparte, Kumar, and Page (2012), Bonaparte and Kumar (2013), Hong and Kostovetsky (2012), and Kaustia and Torstila (2011).

³E.g., Amodio, Jost, Master, and Yee (2007) and Jost, Glaser, Kruglanski, and Sulloway (2003).

⁴Moral foundations theory (Haidt and Joseph (2004)) posits that there are five primary moral domains that people care about: care/harm, fairness/cheating, loyalty/betrayal, authority/subversion, and sanctity/degradation. Liberals tend to care most about care/harm and fairness/cheating, whereas conservatives care about all five, but

are associated with deep foundational differences in human psychology, political ideology is likely to be related to investor tastes and, therefore, portfolio choice.

In this paper, we examine how political ideology influences investor decisions by studying the portfolio choices of the members of the U.S. Congress. Specifically, we ask four questions. First, do politicians with similar political ideologies choose similar portfolios? Second, if politicians share similar ideologies, do they also share a taste for specific investments consistent with their beliefs, such as SRI? Third, how does salience impact the expression of ideological preferences? Fourth, does ideology affect how politicians' portfolios are influenced by campaign contributions? Finally, we discuss a number of extensions and robustness checks, such as politicians' pet issues, the relationship between risk and SRI, window-dressing around elections, and preferences for local firms.

There are two important reasons to study the investment behavior of the members of the U.S. Congress. First, they provide an ideal laboratory to understand the relationship between ideology and portfolio choice because we can cleanly identify both their ideology (from their voting records) as well as their portfolios and trading activity (from their required financial disclosures). Therefore, we can sidestep various methodological issues facing the past literature on how political values influence portfolio decisions. Much of the previous literature relies on campaign contributions made by firm executives or fund managers to infer political ideology, or uses survey data.⁵ The use of campaign contributions is confounded by the fact that donations are voluntary and could be made for strategic, non-ideological reasons (Gordon, Hafer, and Landa (2007)). For example, a manager might donate money to a politician to increase her political influence or to cater to a particular investor clientele, such as people who prefer SRI. For instance, a manager that runs a socially responsible mutual fund would have an incentive to contribute to liberal-leaning politicians to improve the value of her fund's investments, rather than to reflect her belief system. Moreover, campaign contributions cannot measure the intensity of an individual's ideological beliefs along the ideological spectrum and, instead, just allow for the separation of donors along party lines.⁶ For

relatively more than liberals about loyalty/betrayal, authority/subversion, and sanctity/degradation. For a detailed treatment of moral foundations theory, see Haidt (2012).

⁵E.g., Bonaparte, Kumar, and Page (2012), Bonaparte and Kumar (2013), Giuli and Kostovetsky (2014), and Hong and Kostovetsky (2012).

⁶As Luigi Zingales notes, "...when donations start to exceed \$5,000, donors are not just expressing a political preference, they are trying to influence future policies." See <https://newschicagobooth.uchicago.edu/about/newsroom/press-releases/2016/2016-02-04>.

instance, during the primary elections of 2016, the more liberal candidate Bernie Sanders raised less than one percent of his campaign funds from donations larger than \$5,000, compared to 38% for the more moderate Hillary Clinton.

By focusing on the investment choices of members of Congress, we can employ a continuous measure of ideology based on their voting behavior. The continuous measure that we use identifies where a politician falls on the traditional liberal-conservative spectrum (Poole and Rosenthal (2007)).⁷ Poole (2007) shows that legislators’ ideological voting patterns are remarkably consistent over time, in order to rule out strategic factors that might affect congressional voting. Levitt (1996) finds that ideology is the primary determinant of U.S. politician voting behavior, with voter preferences and party platform playing secondary roles.

Also, other work in this area uses survey-based data, which could suffer from nonresponse bias and typically have limited information about the investment choices of respondents. In contrast, we use the detailed holdings of U.S. Congress members, which are required to be disclosed by the Ethics in Government Act of 1978.⁸ Furthermore, unlike fund or firm managers, members of Congress are managing their personal investments. Therefore, we can more cleanly infer personal tastes from their portfolio choices, rather than from choices that cater to other stakeholders.

Second, it is particularly interesting to understand how the political ideology of elected officials influences their own personal financial decisions, as this can shed light on whether their decisions reflect “behavioral consistency” across personal and political domains. Behavioral consistency, the theory that people tend to exhibit similar behaviors across diverse domains, has been put forth in the corporate finance literature as an explanation for links between CEO and firm traits.⁹ Voters are likely to form their support for a politician based on their perception of the politician’s ideology, perhaps garnered from their political parties, speeches, or prior voting behavior (e.g., see Bartels (2000) and Gerber and Huber (2009)). If politicians espouse certain principles in the public realm,

⁷We use the first dimension of the Common Space DW-Nominate Score in order to capture the heterogeneity of political beliefs within parties. See Section 2 and http://voteview.com/dwnomin_joint_house_and_senate.htm for more.

⁸See <http://www.opensecrets.org/pfds/disclosure.php>. Investment assets greater than \$1,000 must be reported. These assets include securities, such as equity and debt positions, mutual funds, hedge funds, real estate, bank accounts, and business ownership.

⁹For instance, CEOs that avoid debt in their personal lives manage firms with lower leverage, and CEOs that are more personally tax aggressive manage firms with more aggressive tax policy (e.g., Cronqvist, Makhija, and Yonker (2012) and Chyz (2013)).

but act inconsistently with those principles in their personal lives, then that would indicate a lack of behavioral consistency. This could give voters pause when evaluating candidates, out of fear that politicians may be saying one thing, while believing another. In fact, studying investment behavior is an especially important window into an individual’s true beliefs. Prior literature has demonstrated that individuals may say one thing, but, with money on the line, end up behaving differently and revealing their actual beliefs around political issues.¹⁰ To put it another way, voters have a compelling interest in knowing if politicians “put their money where their mouth is.”

We find that the investment decisions of members of Congress (members) is influenced by their political ideology in several ways. First, members who are ideologically more similar to one another have more similar equity portfolios, controlling for other individual characteristics, such as their age, wealth, state, and the source of their campaign contributions. Moreover, the relation holds within parties, suggesting that ideology, and not just party affiliation, affects portfolio formation in a general way.

Next, we examine whether members’ investment decisions are consistent with their political ideology by studying their decision to engage in socially responsible investing (SRI). There are many politically charged and polarizing issues on which liberals and conservatives have quite disparate views. For example, liberals tend to oppose oil and gas drilling to protect the environment, while conservatives tend to support fossil fuel development to promote economic growth. If an individual’s investment decisions are consistent with their ideology, then we should find that more liberal members have a greater preference for SRI.

Using data on firms’ socially responsible behaviors from the MSCI Kinder, Lydenberg, Domini and Co. database (KLD), we indeed find that more liberal members invest more in socially responsible firms, and in particular, those with a strong track record with respect to diversity, employee relations, and environmental protection. We also find that this political taste is related to specific industries, as liberals hold a lower percentage of industries commonly screened out in SRI, such as tobacco and oil firms, as well as a lower percentage of industries found to outperform under Republican presidential administrations and underperform under Democratic administrations (Addoum and Kumar (2016)). However, our results are not completely driven by industry-level preferences,

¹⁰E.g., Bullock, Gerber, Hill, and Huber (2015) and Prior, Sood, and Khanna (2015). Also, see http://www.nytimes.com/2016/01/03/upshot/how-is-the-economy-doing-politics-may-decide-your-answer.html?_r=2.

and are also robust to controlling for many other factors that may influence purchase decisions, such as member characteristics, constituency ideology, local bias, window dressing incentives, and campaign contributions. Our results also hold when we control for risk preferences, and we document that the relation between ideological similarity and portfolio similarity is chiefly driven by similarity in SRI and risk preferences.

Strikingly, we continue to find a positive relation between political liberalism and SRI within political parties, providing additional support for behavioral consistency in investing, and confirming that our continuous measure of ideology provides information about investor tastes beyond what can be inferred from party affiliation alone. As a further demonstration of behavioral consistency, we find that members tend to disproportionately favor SRI categories that reflect their favorite political issues, as measured by their committee membership or social issue interest group evaluations. In particular, members that serve on an environmental (labor) committee or have above median scores from environmental (labor) interest groups invest more heavily in firms with a stronger environmental (employee) track record.

We further explore the relation between ideology and SRI by investigating the role that salience plays in activating investors' ideological preferences for SRI. Drawing on theory from both the finance and psychology literature, we hypothesize that liberals' personal norms related to SRI will be activated when social issues become more salient, or when the SRI-relevant features of an asset become more pronounced. Using the British Petroleum (BP) Deepwater Horizon oil spill in April 2010 as an exogenous shock to the salience of social issues, we perform a difference-in-differences test and find that more liberal members significantly reduced their purchases of stocks with poor environmental track records in the three months immediately after the spill, indicating that liberals' distaste for these stocks became especially heightened during this period. However, this relative shift in tastes disappears after three months, which further suggests that liberal members were affected by the salient nature of the BP oil spill, which dissipated as time went on after the disaster.

We also find evidence for the role of salience in members' mutual fund allocations. Specifically, in contrast to their direct equity holdings, we find no relation between SRI and ideology when we examine the equities that members hold indirectly through their mutual fund portfolios. The SRI characteristics of a mutual fund's portfolio are likely to be less salient than those of an individual stock, which could be why members do not express their beliefs in their aggregate mutual fund

holdings. However, we do find that more liberal members are significantly more likely to own mutual funds whose SRI characteristics are especially salient – namely, funds that are specifically marketed as being “socially responsible.”

Finally, we depart from SRI and examine behavioral consistency in the domain of financial ethics. Tahoun (2014) finds evidence of a quid pro quo connection between political donations and the equity purchases by members of Congress: members are more likely to own the stocks of firms that have donated to their campaigns in order to signal that they will take actions to benefit the donating companies. We hypothesize that more intensely ideological members (either liberal or conservative) would be less willing to engage in this type of quid pro quo behavior, as doing so would violate their strongly held belief system. Indeed, we find that more ideological members are significantly less influenced by donations when making investment decisions, further supporting the notion of behavioral consistency. That is, since political quid pro quo is antithetical to both liberal and conservative principles, the fact that the most staunch liberals and conservatives are also the least likely to engage in this behavior suggests that their ideology is a pervasive factor governing their decisions across the domains of politics, investing, and even ethics.

Our paper makes several contributions to the literature on investor tastes in general and on preferences for SRI in particular.¹¹ One study that is closely related to ours is Hong and Kostovetsky (2012), which finds that mutual fund managers who contribute more to Democratic candidates than to Republican candidates invest more in socially responsible firms. Our paper is distinct from Hong and Kostovetsky (2012) in that we are studying investors who are making decisions with their own money, whereas they investigate mutual fund managers who are investing other people’s money. Thus, we are able to directly infer the relation between the investor’s personal preferences for SRI and their ideology. Moreover, because we are able to cleanly identify an investor’s ideology along with their party affiliation, we are able to demonstrate that SRI preferences are driven by ideological intensity, rather than partisanship. Another unique aspect of our study is our ability to identify variation in relative preferences across different social issues. The fact that members disproportionately favor the SRI categories that reflect their favorite political issues provides even

¹¹Some examples include Statman (2000), Bollen (2007), Hong and Kacperczyk (2009), and Riedl and Smeets (2017).

more direct evidence of behavioral consistency across the professional and investing domains, further supporting the idea that social preferences are deeply rooted in investor psychology.

Not only do we show that the taste for SRI is driven by investor ideology, but we also find that the expression of this taste is highly driven by salience. Specifically, while liberals may have personal norms leading them to generally prefer firms that behave in a socially responsible way, their personal norms are more likely to be activated and thus expressed in their investment decisions when social issues or SRI characteristics are more salient. We know of no other study showing how salience can impact investors' expression of their ideology-based investment tastes. As such, we also contribute to the growing literature on the importance of salience in investor decisions (e.g., Barber and Odean (2008), Bordalo, Gennaioli, and Shleifer (2012), Solomon, Soltes, and Sosyura (2014), and Hartzmark (2014)).

Finally, our paper contributes to the large literature examining the relation between politicians and their donor firms (e.g., Akey (2015), Tahoun (2014), Correia (2014), Claessens, Feijen, and Laeven (2013), Cooper, Gulen, and Ovtchinnikov (2010), and Butler, Fauver, and Mortal (2009)). To our knowledge, ours is the first paper to demonstrate how ideology mitigates the exchange relationship between politicians and donor firms. This is an important contribution because political quid pro quo is not only unethical, but it can also harm social welfare when politicians make decisions to help their donors rather than their broader constituency. Therefore, it is important to understand the characteristics of politicians that are likely to lead to more ethical behavior. More broadly, our evidence highlights an interesting relation between political ideology and ethical behavior in a financial context, and suggests that people with more strongly held ideological beliefs behave more ethically, at least in this domain.

2. Data

Our work spans several different datasets.¹² We obtain detailed information on U.S. Congress members' portfolio holdings, trades, and campaign contributions from the Center for Responsive Politics (CRP), which covers data from 2004 to 2012. We match stock, mutual fund, and firm donor

¹²Please see our Internet Appendix for more details on our data sources, merging procedures, and descriptive statistics.

data to CRSP. Our continuous measure of a member’s ideological leanings on the conservative-liberal spectrum is based on the member’s Congressional voting records and comes from www.voteview.com.¹³ For ease of exposition, we refer to this measure as the Conservative-Liberal Score (CLS), where -1 is the most conservative and 1 is the most liberal.

To assess members’ socially responsible investments (SRI), we obtain data on firms’ socially responsible behaviors from MSCI KLD. For each firm in our sample, we create measures for firm community involvement, corporate governance, diversity, employee relations, environmental record, human rights, and product quality. Within each of these categories, the KLD database provides indicators for the strengths and weaknesses of each firm in a given year. However, the strengths and weaknesses that KLD measures vary year-to-year, making raw scores difficult to compare across years, even within the same firm. To address this issue, we first create a firm-year net score by subtracting the number of total weaknesses from the number of total strengths for each category, as well as an aggregate measure that subtracts the sum of a firm’s weaknesses from the sum of its strengths across all categories. Within each category, as well as for the aggregate measure, we then rank each stock within a year, creating a percentile score. To create a member-year score for the category and aggregate measures, we calculate the value-weighted average percentile score across firms in a member’s portfolio in a given year, weighted by a member’s portfolio weights. We refer to our portfolio-level aggregate SRI measure as SRI Ranking, which is our primary measure of SRI throughout the paper.

Table 1 summarizes the Congressional and SRI data. We only include member observations where CLS is available and where we match at least one stock in their portfolio to CRSP and KLD. Panel A provides summary statistics for the members of Congress in our sample. The average CLS is -0.044 (slightly conservative), while 49.6% of the sample are members of the Democratic Party. The average member is 59 years old and 85% of members are male. Members of the Senate represent 23.5% of our sample. The mean (median) number of stocks held is 17 (5), indicating a

¹³Specifically, the measure is called the first dimension of the Common Space DW-NOMINATE scores, which is used in the political science literature to identify how conservative or liberal a politician is. It is estimated using a member’s entire voting history and gives each legislator a single ideological score ranging from -1 to 1, where 1 is the most conservative, -1 is the most liberal, and 0 represents a politically moderate voting history. While there are several NOMINATE scores, the Common Space measure allows members to be compared across chambers and across years. Note that we reverse the score so that it is increasing in liberalism. See <https://voteview.com/data> for more on the construction of this measure. The Common Space DW-Nominate models are discussed in detail in Poole and Rosenthal (1985, 1991, 1997, 2007), and Poole (2005).

large skewness in the number of holdings across members. In Panel B, we provide summary statistics for the value-weighted average SRI percentile rankings for member portfolios. The average member portfolio is ranked near the median for each respective category. However, some members have extreme scores, which are likely driven by undiversified portfolios.

3. Results

3.1. *Is Portfolio Similarity Related to Ideological Similarity?*

We begin by testing whether members of Congress with similar ideologies hold similar equity portfolios. We measure portfolio similarity using the Jaccard similarity measure for all member pairs in a given year. Jaccard similarity measures the overlap between two vectors A and B and is defined as the size of the intersection of A and B divided by the size of the union of A and B.

$$(1) \quad J(A, B) = \frac{|A \cap B|}{|A \cup B|}$$

That is, for two members, the Jaccard similarity of their equity portfolios is the number of stocks they hold in common divided by the total number of unique stocks they hold.¹⁴ We henceforth refer to this similarity measure as Portfolio Similarity. The average pair has a Portfolio Similarity of 0.0165.

Our variable of interest is the absolute value of the difference in the Conservative-Liberal Score (CLS) between the two members in a pair ($|\text{Diff in CLS}|$). If ideology influences portfolio choices, then we would expect that members with more similar ideologies would also form more similar portfolios, i.e., Portfolio Similarity and $|\text{Diff in CLS}|$ should be negatively correlated. The average (median) of $|\text{Diff in CLS}|$ is 0.48 (0.44). Other differences between the members may also be related to their portfolio similarity, so we control for several additional measures of member-pair characteristics: differences in age ($|\text{Diff in Age}|$), differences in the natural logarithm of wealth ($|\text{Diff in Wealth}|$), being in the same chamber of Congress, i.e., House or Senate (Same Chamber), having

¹⁴We have also run our analysis by incorporating portfolio weights using the cosine similarity measure, and our results are very similar.

the same gender (Same Gender), being from the same state (Same State), and the Jaccard similarity of firm-level campaign contributions (Contribution Similarity). All the continuous variables are winsorized at the 1st and 99th percentiles of the distributions.

Because our similarity measure is bounded below by zero, we use a Tobit model, given in Equation (2).¹⁵

$$(2) \quad \text{Portfolio Similarity}_{i,t} = \beta_0 + \beta_1 |\text{Diff in CLS}|_i + \beta \mathbf{X}_{i,t} + \epsilon_{i,t}$$

where $(\mathbf{X}_{i,t})$ is a vector of member-pair characteristic controls. Because we have found that portfolio similarity is non-linearly related to the number of stocks owned by each member in a pair, we include fixed-effects for each pairwise combination of portfolio size quintiles. In addition, all models include year fixed-effects, and standard errors are clustered by member-pair. The results are reported in Table 2.

The variable of interest is the ideological difference between two members, $(|\text{Diff in CLS}|)$. The coefficient estimates for $|\text{Diff in CLS}|$ are negative and strongly statistically significant in all models. For example, in model (1) of Table 2, the coefficient estimate for $|\text{Diff in CLS}|$ is -0.007 (t -statistic of -5.37). This implies that if the ideological difference between the average pair of members decreases by one standard deviation, then their portfolios become 15.2% more similar. Strikingly, $|\text{Diff in CLS}|$ remains negative and strongly significant when we restrict the sample either to only members in the same party (model 2) or to only members in different parties (model 3), suggesting that the continuous ideology measure captures more information than just a binary party membership indicator.

Examining the control variables, we find that members with larger differences in age and wealth have significantly less similar portfolios, while those in the same state and in the same chamber have significantly more similar portfolios. The first two relations are consistent with general demographic characteristics affecting portfolio decisions, while the latter two suggest that geographic proximity and information sharing within a group contribute to similar portfolios. Members with more similar

¹⁵Our results are robust to using OLS instead of a Tobit model.

campaign contributions also have more similar portfolios, which is consistent with Tahoun (2014) who finds that members are likely to own the stocks of firms that donate to their campaigns.

The fact that ideologically similar members hold similar portfolios suggests that political ideology plays an important role in portfolio formation. In the next section, we examine if members' investment decisions are consistent with their political ideology by studying their decision to engage in socially responsible investing (SRI).

3.2. *Ideology and Socially Responsible Investing*

We examine the relation between political ideology and SRI in a multivariate OLS regression framework, found in Table 3. Our main dependent variable is a member's value-weighted aggregate portfolio SRI ranking. We also examine each of the seven SRI categories individually. The equation for these OLS models is given in Equation (3).

$$(3) \quad SRI\ Ranking_{i,t} = \beta_0 + \beta_1 CLS_i + \beta \mathbf{X}_{i,t} + year_t + \epsilon_{i,t},$$

Our variable of interest is the Conservative-Liberal Score (CLS), which is increasing in political liberalism. We control for member characteristics ($\mathbf{X}_{i,t}$), such as the natural logarithm of a member's age ($\text{Ln}(\text{Age})$) and wealth ($\text{Ln}(\text{Wealth} (\$))$), their gender (Male), Senate membership (Senate), and the average SRI percentile ranking of donating firms in a given year. Gender, age, and wealth have all been shown to affect portfolio decisions (e.g., Barber and Odean (2001)). Eggers and Hainmeuller (2014) and Tahoun (2014) show that members of Congress are more likely to invest in the firms or industries from which they have received campaign contributions.¹⁶ All models include year fixed-effects, and standard errors are clustered at the member-level.

More liberal members are more likely to hold equity portfolios with a higher SRI Ranking, as coefficient estimates for CLS are positive and strongly statistically significant in models (1) (no controls) and (2) (with controls). For robustness, we also collapse the panel to the mean by member

¹⁶We control for different donor SRI percentile rankings for different dependent variables. For example, for the aggregate measure, SRI Ranking (model 2), we control for the aggregate SRI percentile ranking of the contributors, while for Environment (model 8) we control for the environment percentile ranking of contributing firms. For expositional ease, we report them in a single row (SRI Ranking of Contributors).

in model (3) and find similar results. Examining the individual SRI category scores, we find that more liberal members hold portfolios with higher diversity, employee, and environment scores. For example, the coefficient estimate for CLS in the environment regression is 7.64 (t -statistic = 3.48). This indicates that a one standard deviation increase in a member’s CLS is associated with an increase of 3.2 percentile rankings in the environment score of his or her portfolio. Thus, members of Congress appear to invest in SRI in a way that is consistent with their ideology.

We note that several SRI categories have an insignificant relationship with CLS. It is perhaps not very surprising that the corporate governance and product quality categories are insignificant, as both of these categories represent factors that could correspond to underlying firm value (which both liberals and conservatives would care about), rather than social concerns (where the tastes of liberals and conservatives would likely differ). For example, some of the subcategories that comprise the product category are highly related to growth opportunities and intangible assets, such as R&D and innovation, product quality, and marketing. In addition, the corporate governance category mainly represents factors related to agency problems and managerial quality. Both liberals and conservatives would likely care about these issues, as they could affect the financial performance of their holdings, rather than just social concerns.¹⁷

The insignificant relation for the human rights and community involvement categories is perhaps more puzzling though, as both of these represent pro-social issues that would appear to be consistent with liberal attitudes toward public policy. When we look more closely at the human rights category, it appears that the lack of significance may reflect a lack of variability in KLD human rights scores, rather than a lack of liberal members’ interest in human rights. Many of the subcategories that make up the human rights category are related to rare and specialized issues such as “Indigenous Peoples Relations,” “Burma Concerns,” and “Operations in Sudan.” Very few firms have any human rights concerns or strengths as measured by KLD. In fact, 92% of firms in our sample have a combined human rights score of zero, making it by far the least variable of the seven SRI categories. The next least variable category, community involvement, is non-zero 24% of the time, meaning there are three times as many firms with a non-zero community involvement score as there are firms with a non-zero human rights score. Thus, one of the reasons we do not detect

¹⁷Consistent with our findings, Hong and Kostovetsky (2012) find no relation between mutual fund managers’ party affiliation and the corporate governance and product quality category ratings of their holdings.

a relationship between CLS and human rights could be the lack of variation – there are simply not enough firms with non-zero human rights scores to make a meaningful difference on portfolio scores.

Finally, we find a rather nuanced set of results when we look more closely at community involvement. The community involvement strengths mainly represent issues related to charitable giving, both in general and in specific contexts such as in support for housing or education. The community involvement concerns relate to negative community impacts, such as plant closings or tax disputes. Liberals likely care a great deal about these issues. However, it could be that these issues become more salient to investors when they impact their own local community. As reported in our Internet Appendix, we find that ideology is positively and significantly related to community involvement for members’ holdings of locally headquartered firms (coefficient estimate of 7.87 with a t -statistic = 2.17), suggesting that liberals do care about a firm’s community involvement when it hits close to home (see Section 3.3 for more on the role of salience in SRI).

3.2.1. Robustness

We have performed several robustness checks and alternative specifications to gauge the sensitivity of our results to various assumptions and to rule out alternative explanations. We control for constituency ideology to address the concern that members structure their portfolios to please their constituents, rather than to reflect their true beliefs, and continue to find a significant relation between SRI and CLS. We also find no difference in holdings around election years and in years with especially close elections, suggesting that members are not simply window dressing their portfolios in order to gain favor and win an election. Moreover, we find no difference in holdings for members that are voluntarily retiring and are in their last year in office, where any further incentive to window dress would be eliminated. In addition, our results are similar if we drop all local stocks from a member’s holdings or if we drop all the stocks of firms that have donated to the politician, meaning that our findings are not driven by local bias or the donations channel. Our results also hold when we drop member accounts that include spousal or dependent holdings and when we drop holdings in politically sensitive industries. We report select robustness checks in Table 4, but all the robustness test details and results are included in the Internet Appendix.

3.2.2. *Controlling for Risk Preferences*

Previous research has shown that ideology can also impact risk preferences (e.g., Devault and Sias (2014)), which could be driving our results. In this section, we control for risk preferences in both our similarity and holdings analysis, with an aim toward quantifying the degree to which the relation between ideological similarity and portfolio similarity is driven by shared SRI preferences versus other potential channels.

We examine the relative importance of risk and SRI preferences on portfolio similarity in Panel A of Table 5. To account for the importance of risk preferences in our portfolio similarity analysis, we take the following approach. Following Daniel, Grinblatt, Titman, and Wermers (1997) (henceforth, DGTW), we sort stocks into quintiles based on each of the three DGTW risk characteristics: size, book to market, and momentum (prior year’s stock return), to form $5 \times 5 \times 5 = 125$ characteristic-sorted portfolios. We then measure each member’s portfolio weights across each of the 125 DGTW portfolios, and define DGTW Similarity to be the Jaccard similarity between each member pair’s DGTW portfolio weights.

Note that, by construction, DGTW Similarity is highly related to a member’s stock-level portfolio similarity (Portfolio Similarity), as any time two members hold the same stock, they also hold the same DGTW portfolio. Thus, a member pair with a perfect Portfolio Similarity of 1 will also have a perfect DGTW Similarity of 1. However, the converse is not true. Two members could have very similar DGTW weights (i.e., have shared risk preferences), but may hold different stocks within the DGTW portfolios if other factors (e.g., differing SRI preferences) drive them to make idiosyncratic choices within each characteristic portfolio. Accordingly, when we control for DGTW Similarity in a Portfolio Similarity regression, we argue that we are controlling for the component of Portfolio Similarity that is driven by shared risk preferences.

We measure shared SRI preferences in a similar way. We characterize each stock holding over the three SRI components that were shown to be significant in our Table 3 regressions – environment, employee, and diversity. We form 125 SRI portfolios by sorting stocks into quintiles based on each of the three SRI component rankings, and then calculate member portfolio weights for each of the 125 portfolios. We define SRI Similarity as the Jaccard similarity between each member pair’s SRI

portfolio weights. As when we control for DGTW Similarity, controlling for SRI Similarity allows us to control for the component of Portfolio Similarity that is driven by shared SRI preferences.

In Table 5, Panel A, we report Portfolio Similarity regressions that control for both SRI and DGTW Similarity. As a benchmark for comparison, in model (1) we report the results of our Portfolio Similarity regressions for the sample of member-pairs that have both SRI and DGTW Similarity data, but without controlling for either measure. The coefficient on $|\text{Diff in CLS}|$ is -0.006 (t -statistic = -5.11), which is similar both in magnitude and statistical significance to the coefficient in model (1) of Table 2, where we use the unrestricted sample. In model (2), we include DGTW Similarity as a control variable. Not surprisingly, DGTW Similarity is highly related to Portfolio Similarity. However, DGTW Similarity does not fully explain Portfolio Similarity, as $|\text{Diff in CLS}|$ remains negative and significant, indicating that ideology affects portfolio choice beyond just through its effect on risk preferences. That said, including DGTW Similarity as a control cuts the $|\text{Diff in CLS}|$ coefficient in half as compared to model (1), indicating that the relation between ideological similarity and portfolio similarity does in part operate through a shared risk preferences channel.

In model (3), we remove DGTW Similarity and replace it with SRI Similarity in order to compare the relative importance of shared risk versus shared SRI preferences. SRI Similarity is also highly related to Portfolio Similarity, and its inclusion in the model has an even stronger effect on the $|\text{Diff in CLS}|$ coefficient than does the inclusion of DGTW Similarity, reducing it by about two thirds. This suggests that shared preferences for SRI also plays a major role in the overall relation between ideology and portfolio similarity, and is arguably a more important factor than shared risk preferences.

Interestingly, when we include both similarity controls in model (4), $|\text{Diff in CLS}|$ is no longer significant. This does not mean that ideology is not important for portfolio formation, as both risk and SRI preferences are themselves driven by ideology.¹⁸ Rather, it suggests that the relation between ideological similarity and portfolio similarity can be fully explained jointly through the channels of shared preferences for risk and SRI.

¹⁸We note that in unreported regressions, both DGTW and SRI similarity are negatively and significantly related to $|\text{Diff in CLS}|$.

Given that the above analysis shows that risk preferences are an important determinant for Portfolio Similarity, we also check whether our SRI holdings results are robust to the inclusion of controls for risk characteristics. In Panel B, we re-run our Table 3 regressions and include value-weighted portfolio-level averages of firm size, book to market, and prior year’s stock returns as controls. Our results are very similar to those in Table 3 when we include these risk characteristics, again suggesting that our findings are not driven by risk preferences related to ideology.

3.2.3. Variation Within Parties

In Table 6, we explore how ideological differences within parties affects SRI, as well as whether this relationship is linear across the parties. We use the same regression framework used in Table 3. In models (1) and (2), we restrict the sample to just Democrats and Republicans, respectively, in order to estimate how ideology matters within each party. The relationship between ideology and SRI is present in both parties. For example, as Republicans move from being more conservative to more liberal (i.e., CLS increases), their portfolios also have a higher SRI Ranking.

In model (3), we estimate a model that includes both CLS and an indicator for being a member of the Democratic Party. CLS remains positive and significant, while the Democrat indicator is actually negative and significant. Note that the negative Democrat indicator does not mean that Democrats are less likely to invest in SRI, because Democrats tend to have higher CLS scores (i.e., are more liberal) and are actually more likely to engage in SRI. Rather, the negative indicator suggests there is a non-linearity in the relation between CLS and SRI, and in particular, that there is a jump in the relation as we move along the ideology spectrum and transition from moderate Democrats to moderate Republicans.

We explore this non-linear relationship further in model (4) and estimate a regression with four indicator variables: Liberal Democrat, Moderate Democrat, Moderate Republican, and Conservative Republican. That is, we split each party into two groups based on the median CLS within each party. To avoid multi-collinearity, we drop the intercept term. Using an F-test, we find a significant difference between the coefficient estimates for Liberal Democrat and Moderate Democrat (F-statistic=10.72), as well as between those for Conservative Republican and Moderate Republican (F-statistic=6.15). We find no significant difference between the coefficient estimates for Moderate Democrat and Moderate Republican, even though the average CLS for moderate Democrats (0.25)

is significantly higher than the average CLS for moderate Republicans (-0.32). This suggests that the relation between ideology and SRI flattens out in the moderate range, and that the differences in SRI are coming from the more ideologically extreme members of the political parties.

Taken together, these findings demonstrate that a continuous measure of ideology is superior to party indicators, as there is significant ideological variation and investment differences within each party. Also, by using a continuous measure we are able to detect the non-linear relationship between ideology and SRI, as moderate members of both parties behave in a similar manner, while members with strongly held beliefs are influenced more. The fact that ideology is not related to SRI in the moderate range is an interesting finding, because it suggests that ideology has threshold effects on investing behavior.

3.2.4. Politically Sensitive Industries

Our measures so far have relied on KLD data to create SRI rankings across different categories. In Table 7, we examine SRI from the perspective of investments in certain politically sensitive industries (PSI). In model (1), our dependent variable is PSI Weight, which is defined as the portfolio weight in industries that are commonly shown to be excluded in SRI investing screens: Guns and Defense, Mining, Tobacco, Alcohol, Gaming, and Oil and Coal.¹⁹ We include the same controls as in Table 3 and donations are calculated at the PSI-industry level. The coefficient of CLS is negative and significant, indicating that liberals invest less in PSI than do conservatives.

In model (2), we use a different measure of political sensitivity to measure a member's industry allocations. Addoum and Kumar (2016) show that certain industries have higher stock returns when the President is a Democrat (Democratic industries), while others benefit more when the President is a Republican (Republican industries). Their logic is that investors perceive that parties will favor certain industries (perhaps due to ideological reasons) and thus are more likely to enact favorable policies for those industries when they are in power. For example, during our sample period, the computer industry benefited the most when the president was a Democrat, while tobacco benefited the most when the president was a Republican. If parties favor certain industries in their policies, do they also favor them in their portfolios?

¹⁹See Hong and Kostovetsky (2012) and the list of exclusions for MSCI ESG indices (<https://www.msci.com/esg-indexes>).

To answer this question, we follow Addoum and Kumar (2016) and construct a measure (R - D Ind), which is the member’s portfolio weight in the top five Republican industries minus their weight in the top five Democratic industries.²⁰ In model (2), we find a significant negative relation between CLS and R - D Ind, suggesting liberals are more likely to tilt away from Republican industries and towards Democrat industries, and vice versa for conservatives.

One concern is that our industry analysis is just picking up the SRI ranking effect that we have already found in Table 3. That is, it could be that the PSI or Republican industries represent firms with low SRI scores, or perhaps Democrat industries have high SRI scores. To address this, we repeat our analysis for both industry measures and include the member’s portfolio SRI Ranking as a control variable in models (3) and (4). SRI Ranking is negative and significant in both models, consistent with firms in PSI having low SRI scores, as well as firms in Republican industries having relatively lower SRI scores than firms in Democrat industries. However, even when we control for SRI Ranking, CLS remains negative and significant, meaning that we are not just picking up an SRI ratings effect in our industry analysis. Taken together, the results in Table 7 show that members also express their ideological beliefs in their portfolio allocations at the industry level, which supports our main finding of behavioral consistency in investing.

3.2.5. *Pet Issues*

An additional factor driving equity selection by members of Congress could be their interest in certain “pet issues”. For example, while liberal members may generally favor firms with positive environmental characteristics, some members may be especially interested in these issues. These specific preferences might then be reflected in their equity portfolios. To test for this effect, we use Congressional committee membership and interest group scores to identify whether or not a member has either environmental or labor concerns as a pet issue. Members have some choice over their committee assignments, so it is possible that these choices reflect their personal interests. Furthermore, specific interest group scores allow us to infer a member’s beliefs about environmental and labor concerns.²¹ We define two indicator variables for environmental and employee concerns

²⁰We thank Addoum and Kumar (2016) for making these Top 5 industry classifications available in their paper.

²¹For environmental interest groups scores, we take the average score across a set of environmental groups. For our employee interest group measure, we take the average labor group interest score and subtract the average business

as equal to 1 if the member either sits on a related committee, or if the member has an above median interest group score, and as 0 otherwise.

We present these results in Table 8. We use a similar setup as in our Table 3 regressions and include the same control variables. Models (1) and (2) test for a relationship between portfolio environmental and employee SRI rankings and our pet issue indicators. We find positive and statistically significant relationships in each model. We then test for a relative preference for environment- and employee-based SRI in models (3) and (4), respectively. The dependent variable in these models is a member’s environment (employee) score less the mean of their other SRI rankings. We define these as Relative Environment and Relative Employee. The pet issues indicators remain positive and significant, meaning that these members disproportionately favor investments in their pet issues relative to their investments in other SRI categories. By directly linking issues to investments, these results provide strong evidence of behavioral consistency in members’ investment behavior, and help to further illustrate the complex and multi-dimensional nature of political ideology that cannot be fully captured by party affiliation.

3.2.6. SRI Taste and Performance

In our Internet Appendix, we also explore how ideological tastes for SRI affects the returns of member portfolios. We collect member transaction data from CRP and measure the performance of their stock purchases compared to DGTW characteristic benchmarks for both six- and twelve-month windows following the purchase date. We then split equity purchases based on their SRI ranking into high SRI (top quintile) and low SRI (bottom quintile) groups. We regress six- and twelve-month DGTW-adjusted returns on indicators for high and low SRI stocks, as well as interactions of the SRI indicators with a liberal indicator, defined as a member having above median CLS. The high SRI indicator is negative and significant in all models, meaning that high SRI stock purchases have abnormally low returns for all members of Congress, consistent with the literature on SRI performance (e.g., see Hong and Kacperczyk (2009), Geczy, Stambaugh, and Levin (2005) and Renneboog, Ter Horst and Zhang (2008)). However, we find no evidence of a performance differential for liberals as compared to conservatives. In other words, liberals do just as poorly with

group interest score. Like our SRI Ranking variable, interest groups scores range from 0 to 100, with 100 being the most “pro” score. See our Internet Appendix for more details regarding the data and measures.

their high SRI investments as conservatives do. Thus, in some cases, liberals’ preference for owning high SRI stocks may come at a financial cost.

3.3. Salience and SRI

There is a great deal of evidence in the finance literature showing that investor decisions, and especially those of retail investors, are influenced by salience, i.e., factors that are particularly noticeable or that draw their attention (e.g., Barber and Odean (2008), Bordalo, Gennaioli, and Shleifer (2012), and Hartzmark (2014)). There is also evidence in the psychology literature showing that salience can play an important role in people’s pro-social behavior. Specifically, the norm activation model (NAM) predicts that personal norms are “activated” by increased problem salience, making people more likely to adopt pro-social behaviors that fit their moral beliefs when they are more aware of the social issue, or are more aware of their ability to combat the problem through their behavior (Schwartz (1977)). The NAM has found empirical support in many domains of pro-social behavior, including blood donation, volunteering, and pro-environmental behavior (e.g., see De Groot and Steg (2009) for a review of these studies).

We combine the insights related to salience from both the finance and psychology literatures and hypothesize that liberals will increase SRI in contexts where the social issues are more salient, or the SRI decisions are framed in a more salient way. We test this hypothesis in the next two sections where we examine an exogenous shock to environmental salience (Section 3.3.1) and the salient SRI characteristics of mutual funds (Section 3.3.2).

3.3.1. Shock to Salience of SRI

Environmental issues are likely to be more at the front of one’s mind following a major disaster. This should activate a liberal’s personal norms related to environmental issues and influence the degree to which those norms impact their investing decisions. In this section, we use an exogenous shock to the salience of environmental issues, namely the the BP Deepwater Horizon oil spill in April of 2010, to test the role of salience in the relation between ideology and SRI.

Specifically, we examine members’ decisions to buy or avoid environmentally sensitive stocks around the BP oil spill. We use transactions data from CRP and create a member-month panel of trades from 2004 to 2012 and define net purchases at the monthly level. We fill in member-

months with zero trades if the member served in a given year, but did not have any trades during the month. We focus on the decision to purchase, since stocks sold need to have been previously purchased and, if the decision to purchase is related to ideology, including them would create a biased sample. Furthermore, Barber and Odean (2008) find that “attention-grabbing” news is related to the buying, rather than the selling behavior of individual investors.

We focus on two different dependent variables: (i) the dollar value of purchases of stocks in the bottom environment quintile scaled by the total dollar value of stock purchases and (ii) the number of bottom environment quintile stocks purchased scaled by the total number of stocks purchased. We are primarily interested in whether the average buying behavior of members shifted in the periods immediately after the spill, and if this shift is related to ideology. To test this, we use a difference-in-differences framework, and measure how the relationship between CLS and the purchases of environmentally sensitive stocks changed from before to after the oil spill. We include four three-month time period indicators around the BP spill: 1 to 3 months and 4 to 6 months, both before and after the spill. We then interact CLS with each of these indicators to see if changing buying patterns are related to ideology. We include our standard set of member controls along with CLS, as well as the total dollar amount of stocks bought in a given month for each member. We display the coefficients for CLS and the time period interactions in Table 9 (time period indicators and other controls are not displayed for brevity). We also exploit our panel data by including member fixed-effects in models (3) and (4) of Table 9, dropping time-invariant member characteristics. This allows us to focus on changes in buying behavior relative to each individual member’s general desire to purchase these stocks during our sample.

As in our main results using the year-end holdings data, the main effect of CLS is negative and significant, indicating that on average liberals are less likely to purchase stocks with low environmental rankings than conservatives during our sample. Strikingly, we find that during the three months immediately following the BP oil spill, more liberal members significantly reduced their purchases of low ranked environmental stocks as compared to more conservative members both in terms of the number and dollar value of their purchases. This is true across all four models. In contrast, we find no differential buying behavior between ideologies in the months leading up to the spill, suggesting the spill changed the way liberals looked at these stocks, perhaps by activating their relative distaste for environmental harm. Interestingly, we also find this differential effect

dissipates after the first three months, as the interaction becomes insignificant in the (four to six month) window following the spill. The fact that the buying behavior exhibits a downward spike in the months immediately following the spill and subsequently dissipates afterwards provides strong evidence that liberal members were temporarily affected by the salient nature of the BP event.

3.3.2. SRI in Mutual Funds

We also predict that the relationship between ideology and SRI should be stronger for assets whose SRI-relevant features are themselves more salient. For example, the SRI features of an individual stock are likely to be more attention-grabbing than those of a portfolio of stocks indirectly held by a mutual fund, suggesting that liberals should be more likely to express their preference for SRI in their direct individual equity holdings, rather than indirectly through their mutual fund investments.

We test this proposition in model (1) of Table 10 by examining the relation between CLS and SRI in members' indirect equity holdings. The dependent variable is the value-weighted average SRI Ranking of members' indirect equity holdings. We find that CLS is not related to the SRI Ranking of equities held via mutual funds. The results for indirect equity holdings contrast sharply with those for direct equity holdings (Table 3), consistent with the idea that the SRI characteristics of the former are less salient than those of the latter.

However, the way that a mutual fund markets itself is likely more salient than the underlying equities that it owns. In particular, some funds are known to be a "socially responsible fund" (SRI fund). In model (2) we estimate a logit model predicting the likelihood that a member owns an SRI fund. There is no exact definition of an SRI fund, so we match the mutual funds held by members to three different list snapshots of socially responsible mutual funds: (i) SocialFunds.com, (ii) U.S. Social Investment Forum, and (iii) Morningstar. We also use keywords, such as "social," "responsible," and "ethic," to capture CRSP funds that may not be on the lists. Appearing on a list of SRI funds or having certain keywords in a fund name could make the fund appear more salient to investors with a taste for SRI. The sample in model (2) is a panel of member-year mutual fund holdings, and the dependent variable is equal to one if the member owns an SRI fund in a given year. The set of controls used are the same as our main results, except that we include the natural logarithm of the number of mutual funds owned. The coefficient on CLS is positive and significant,

indicating that more liberal members are more likely to own an SRI fund. We find similar results in model (3) where we change the dependent variable to the member’s total portfolio weight in SRI funds and use an OLS regression. Taken together, the results of this section suggest that more liberal members are more likely to express their taste for SRI in the mutual fund context when the funds have salient SRI characteristics.

3.4. Ideology and the Effect of Donations on Portfolio Choice

Thus far, we have shown evidence of behavioral consistency in members of Congress, as more liberal members are more likely to engage in SRI than conservative members. We now examine behavioral consistency in the domain of financial ethics.

Tahoun (2014) demonstrates that members of Congress are more likely to own the stocks of firms that have donated to their campaigns, and finds evidence suggesting they do so for an unethical reason, namely to serve as a signal to firms that they will take actions to benefit the donating firm. In other words, Tahoun’s findings suggests that a positive relation between donations and stock ownership serves as evidence of quid pro quo between members of Congress and their donors. In this section, we test whether this quid pro quo behavior is related to the member’s political ideology.

Political quid pro quo is an unethical form of corruption that is antithetical to both liberal and conservative principles. For example, there is language in both the Democratic and Republican platforms against special interest favoritism and “crony capitalism” that result from campaign finance abuses. Moreover, there is evidence in the psychology literature that both liberals and conservatives care about the moral value of fairness versus cheating, a value that political corruption would clearly violate (Haidt (2012)). Therefore, behavioral consistency theory would predict that members with strongly held ideological beliefs (either liberal or conservative) should be less likely to engage in quid pro quo with their donors, and thus their investment decisions should be less sensitive to campaign contributions.

To test this proposition, we exploit the structure of our data and create a member-firm-year panel that includes donation and ownership data for each member-firm-year. Specifically, for each year, we calculate a member’s portfolio weight across the union of all of the stocks owned by any members of Congress plus all the firms that have donated to any members of Congress in

a given year. This union represents the opportunity set of firms for members in a given year. This results in a panel with 6,464,936 possible member-firm-years. Our dependent variable is the member’s portfolio weight for a firm in a given year (Portfolio Weight), while the variable of interest is the proportion of the total donations the member has received during the year from the firm (% Donations). We include member-year and firm-year fixed-effects to control for all characteristics of the member and the firm in a given year. Thus, we gain identification through differential ownership-donation patterns across the member-firm pairs in each year. Standard errors are clustered at the member-year level. The results are presented in Table 11. We begin by replicating the basic result from Tahoun (2014) in model (1). As in Tahoun (2014), a member’s portfolio weight in a given firm is significantly and positively related to the donations the member received from that firm.

In the subsequent models of Table 11, we include interactions of % Donations with various measures of ideology to test whether this ownership-donation relation changes with ideological extremism. Because CLS is measured on a scale from -1 (most conservative) to 1 (most liberal), we take the absolute value of CLS ($|\text{CLS}|$) as our first measure of ideological extremism in model (2). In model (3), we use an indicator for Strong Ideology, defined as being in the top quintile of the absolute value of CLS. The interaction between our measures of ideological intensity and firm donations is negative and significant in both models, indicating that more ideologically extreme members are less sensitive to donations when choosing to invest in a given firm.²² These results are economically meaningful. For example, the results in model (2) mean that the effect of donations is completely offset by the effect of ideology for somebody that is ideologically extreme (i.e., perfectly liberal or perfectly conservative). As a practical matter, the results in model (3) indicate that the highly ideological members of our sample have an ownership-donation relation that is less than half the size of the relation for political moderates.

Although our hypothesis is based on political extremism, we also consider whether the direction of ideology affects the ownership-donation relation. In model (4), we include the signed measure of CLS interacted with donations and find the interaction to be insignificant (t -statistic = 0.24).

²²Note, that because we include member-year fixed-effects, the main effect of the ideology measure drops out of the model, as CLS is constant for a member throughout the sample. However, our results are not sensitive to this specification, and we continue to find a negative and significant interaction without including member-year fixed-effects.

In model (5), we include interactions with separate indicators for both very liberal and very conservative members, defined as being in the top and bottom quintile of CLS, respectively. The indicators are both negative and significant, yet the coefficients are not statistically different from one another. Thus, the effect does not depend on whether the member is liberal or conservative – rather, it is the intensity of the member’s ideology that counts. This finding is connected to our broader research topic because, along with the relation between SRI and ideology, it also supports the idea of behavioral consistency.

4. Conclusion

In this paper, we examine the role of political ideology in portfolio formation. We overcome many of the methodological issues facing previous work in this area by examining a unique set of investors whose political ideology can be precisely captured by a well-defined, continuous measure and whose personal asset allocation decisions are mandatorily disclosed. Not only do the members of the U.S. Congress offer an ideal setting to understand the relation between ideology and investing, they are also a particularly important category of investors whose status as elected officials makes their behavior of great interest to voters. Thus, it is especially important to understand if their financial decisions reflect behavioral consistency across their personal and professional domains.

We find robust evidence that members of Congress “put their money where their mouth is” and invest in a manner consistent with their political beliefs. Specifically, ideologically similar members hold similar portfolios, and this is largely driven by a strong positive relation between political liberalism and a preference for SRI. These effects are present even within political parties, indicating that member preferences are driven by their ideology, rather than partisanship. Indeed, we even find that members disproportionately favor the SRI categories that reflect their favorite political issues. Interestingly, we find that salience plays an important role in activating investors’ ideologically-based preferences for SRI, indicating that the degree to which agents behave consistently with their ideology depends on how choices are framed and what issues are most noticeable. Thus, our results suggest economy-wide SRI may not only be driven by trends in investor liberalism, but also by how much social issues grab liberals’ attention.

Finally, we also find evidence of behavioral consistency in the realm of financial ethics, as more ideological investors are less likely to engage in the quid pro quo behavior documented in Tahoun (2014). As such, our findings also call into question the intentions of politicians who are viewed as moderate because they tend to vote against party lines. Of course, a moderate may vote against party lines because he or she has a strong core belief that goes against their party. On the other hand, perhaps moderate politicians are simply more malleable than ideological politicians, and thus are more willing to make unethical choices that result in personal gain.

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Variable Definitions

CLS	The Conservative-Liberal Score, which ranges from -1 to 1. Liberalism increases in CLS. For expositional ease, we take the first dimension of the DW-Common Space and multiply it by -1 to create our measure. Source: voteview.com
Age	Member's age in years. Source: Wikipedia
Male	An indicator variable for whether or not a member of Congress is a male. Source: Wikipedia
Senate	An indicator variable for whether or not a member of Congress is a Senator in a given year. Source: Wikipedia
Stocks (#)	The total number of CRSP-matched equity positions held by a member in a given year. We also report the total dollar amount of CRSP-matched stocks held in Table 1. Both are winsorized at the 1st and 99th percentiles of the distribution. Source: CRP
Wealth (\$000)	Reported CRP net worth if net worth is greater than \$0 in a given year and \$0 otherwise. Wealth (\$000) is winsorized at the 1st and 99th percentiles of the distribution. Source: CRP
SRI Ranking	The value-weighted average of percentile rankings for net SRI scores across a member-year's holdings. A net SRI score is defined as the total number of strengths less the total number of weaknesses across the SRI categories. We rank stocks into percentiles after matching to member holdings. The higher the rank, the higher the SRI score. Source: CRP and MSCI KLD
SRI Category Ranking	The value-weighted average of percentile rankings for net Community (Corporate, Diversity, Employee, Environment, Human, or Product) score rankings across a member-year's holdings. For example, a net Community score is defined as the total number of strengths less the total number of weaknesses across the Community category in a year. We rank stocks into percentiles after matching to member holdings. The higher the rank, the higher the SRI score. Source: CRP and MSCI KLD

Variable Definitions (Continued)

SRI Ranking of Contributors	The value-weighted average of percentile rankings for the aggregate SRI score, as well as net Community (Corporate, Diversity, Employee, Environment, Human, or Product) score rankings, across the contributing firms of a member in a given year. For example, a net Community score of a contributor is defined as the total number of strengths less the total number of weaknesses across the Community category in a year. We rank stocks into percentiles after matching to member contributors. The higher the rank, the higher the SRI score. Source: CRP and MSCI KLD
Election Year	An indicator variable for if that year's reported holdings are the most recently available during an election year. Source: FEC
Close Election	An indicator variable for whether or not a member's holdings are the most recently available during an election year and that member faced a close election in their last election. We define close election as the Democrat receiving between 47 and 53% of the vote. Source: FEC
PSI Weight	Member portfolio weight in politically sensitive industries (PSI). PSI includes the following industries: (i) Fama-French 48 Industry Classifications of 4 (Alcohol), 5 (Tobacco), 26 (Guns & Defense), SIC codes of 800-899 (All Forestry), 1000-1119, 1400-1499 (Mining), as well as Fama-French 48 classifications of 29 (Coal) and 30 (Oil), (ii) firms having value of 1 for KLD alcohol involvement, tobacco involvement, gaming involvement, military involvement, or firearms involvement, and (iii) having "casino" in the company name.
D Voting (%)	The % of the vote received by the Democratic candidate in the most recent election. Scaled to be between -1 and 1. Source: FEC
Democrat	An indicator variable for if a member is a Democrat in a given year. Source: CRP
Liberal Democrat	An indicator variable for if a member is a Democrat in a given year and above the median CLS among Democrats.
Moderate Democrat	An indicator variable for if a member is a Democrat in a given year and below the median CLS among Democrats.
Conservative Republican	An indicator variable for if a member is a Republican in a given year and below the median CLS among Republicans.

Variable Definitions (Continued)

Moderate Republican	An indicator variable for if a member is a Republican in a given year and above the median CLS among Republicans.
R - D Ind	The member's portfolio weight in the Top 5 Republican industries minus their weight in the Top 5 Democratic industries in a given year. Source: CRSP and Addoum and Kumar (2016)
Pet Issue	Indicator variables for environmental and employee concerns set equal to 1 if the member either sits on a related committee, or if the member has an above median issue group score, and 0 otherwise. Source: Charles Stewart and Jonathan Dunn
Relative Environment (Employee)	A member's environment (employee) score less the mean of their other SRI rankings.
SRI Fund	An indicator variable for whether or not a CRSP-matched mutual fund held by a member matches to our combined list of socially responsible funds or if that fund's name contains a keyword associated with socially responsible funds. Source: SocialFunds.com, U.S. Social Investment Forum, and Morningstar
Mutual Funds (#)	The total number of CRSP-matched mutual fund positions held by a member in a given year. We also report the total dollar amount of CRSP-matched mutual funds held in Table 1. Both are winsorized at the 1st and 99th percentiles of the distribution. Source: CRP
% Donations	The proportion of the total donations the member has received during the year from a firm. Source: CRP
Strong Ideology	An indicator variable for if a member is either in the top or bottom quintile of CLS.
Very Liberal	An indicator variable for if a member is in the top quintile of CLS.
Very Conservative	An indicator variable for if a member is in the bottom quintile of CLS.

Table 1

Summary Statistics for Members and SRI Rankings

This table reports the summary statistics for member-related variables (Panel A) and net portfolio-level scores for each of the socially responsible investing (SRI) categories, as well as the composite SRI score (SRI Ranking) (Panel B). The observation unit is a member-year. All variable definitions are given in the Variable Appendix. The sample period is 2004–2012.

Panel A: Congressional Members

	N	Mean	Min	p25	p50	p75	Max	Std
CLS	1,994	-0.044	-0.988	-0.422	-0.085	0.356	0.746	0.423
Democrat	1,994	0.496	0.000	0.000	0.000	1.000	1.000	0.500
No. of Stocks	1,994	17	1	2	5	18	417	33
Stocks (\$000)	1,994	1,129	1	33	136	567	23,500	3,430
No. of Mutual Funds	1,678	8	1	2	5	12	58	9
Mutual Funds (\$000)	1,675	692	1	49	171	449	14,000	1,873
Age	1,994	59	30	52	59	65	87	10
Male	1,994	0.848	0	1	1	1	1	0.360
Senate	1,994	0.235	0	0	0	0	1	0.424
Wealth (\$000)	1,994	9,680	0	624	1,968	5,477	209,000	27,000

Panel B: SRI Scores

	N	Mean	Min	p25	p50	p75	Max	Std
SRI Ranking	1,994	50.0	0.0	37.6	50.2	62.6	99.0	20.1
Community	1,994	51.9	0.0	37.9	51.0	66.5	99.0	20.1
Corporate	1,994	47.4	0.0	36.3	47.8	58.9	98.0	20.5
Diversity	1,994	52.6	0.0	38.0	53.5	66.5	99.0	20.8
Employee	1,994	50.2	0.0	42.3	48.6	62.6	98.0	19.0
Environment	1,994	47.8	0.0	39.0	49.0	58.0	99.0	19.0
Human	1,994	48.2	2.3	41.4	51.0	60.0	99.0	16.6
Product	1,994	45.2	0.0	31.7	46.0	59.0	98.0	19.7
SRI Ranking of Contributors	1,804	47.1	0.0	35.1	47.0	58.4	99.0	17.7

Table 2

Do Ideologically Similar Members Own Similar Portfolios?

This table reports the regression results of portfolio similarity on differences in member ideology. The unit of observation is a member pair-year. The dependent variable is Portfolio Similarity, or the Jaccard similarity of holdings in a member pair-year. We employ Tobit regressions censored at zero. The sample period is 2004–2012. CLS is our proxy for member ideology and is increasing in political liberalism. All variable definitions are given in the Variable Appendix. We include fixed-effects for each year and for each pairwise combination of portfolio size quintiles. We cluster standard errors by member-pair in all specifications. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , p -value < 0.1 , respectively.

	Portfolio Similarity		
	All Pairs (1)	Same Party (2)	Different Party (3)
Diff in CLS	-0.007*** (-5.37)	-0.026*** (-4.90)	-0.022*** (-6.89)
Ln Diff in Age	-0.004*** (-8.36)	-0.004*** (-5.99)	-0.004*** (-5.57)
Diff in Wealth	-0.001*** (-5.57)	-0.001*** (-2.68)	-0.002*** (-5.45)
Same Chamber	0.009*** (9.77)	0.009*** (7.26)	0.009*** (7.02)
Same Gender	-0.000 (-0.29)	-0.002 (-1.38)	0.002 (1.29)
Same State	0.005* (1.83)	0.003 (0.73)	0.009** (2.17)
Contribution Similarity	0.071*** (6.47)	0.071*** (4.74)	0.062*** (3.91)
Constant	-0.178*** (-37.80)	-0.177*** (-27.35)	-0.165*** (-22.05)
Obs.	332,252	168,003	164,249

Table 3
Is SRI Related to Ideology?

This table reports the results of regressions that examine how the SRI rankings of member portfolios are related to member ideology. The unit of observation is a member-year. In models (1) and (2), the dependent variable is the value-weighted average percentile ranking of equity SRI scores for a member's portfolio in a given year (SRI Ranking). In model (3), we collapse the panel to the mean at the member-level, taking averages across all years. The dependent variable is then the average SRI Ranking for each member in our sample. In models (4)–(10), the dependent variables are the percentile rankings of individual KLD categories for member portfolios. For all dependent variables, a higher ranking indicates that a member holds stocks with a higher social responsibility score, relative to other stocks held by other members in a given year. CLS is a proxy for member ideology and is increasing in political liberalism. All variable definitions are given in the Variable Appendix. We use OLS regression, include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust *t*-statistics are in parentheses. **, *, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	SRI Ranking									
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
CLS	8.3024*** (4.08)	8.7495*** (3.80)	6.7222*** (2.85)	2.0252 (1.01)	2.5348 (1.31)	4.1756* (1.85)	6.4774*** (3.50)	7.6384*** (3.48)	1.8260 (1.07)	2.3436 (1.19)
Ln(Age)		-4.5080 (-0.91)	-6.5673 (-1.19)	-1.9742 (-0.39)	2.4501 (0.50)	-1.8605 (-0.33)	-6.3543 (-1.58)	-4.7469 (-0.91)	-0.2166 (-0.05)	-2.1665 (-0.45)
Male		1.2405 (0.55)	1.7821 (0.72)	-1.1706 (-0.56)	2.5007 (1.29)	-2.5419 (-1.00)	0.3200 (0.18)	0.3437 (0.20)	-0.4779 (-0.26)	2.4240 (1.15)
Senate		-1.8334 (-0.96)	-3.2668 (-1.54)	-2.7797 (-1.56)	-0.7156 (-0.42)	-3.2829 (-1.45)	0.1201 (0.08)	-0.6324 (-0.39)	1.6870 (1.07)	2.9485 (1.61)
Ln(Wealth (\$))		-0.4113 (-0.86)	-0.5142 (-0.89)	-0.5604** (-2.07)	0.3469 (1.05)	-0.1985 (-0.54)	-0.5361 (-1.32)	-0.0727 (-0.17)	0.1877 (0.70)	-0.4595 (-1.36)
Ln(No. of Stocks)		1.3808** (2.09)	1.7792** (2.38)	0.2882 (0.49)	0.8760 (1.41)	0.2748 (0.41)	1.0150** (2.00)	0.9998* (1.70)	-0.4396 (-0.91)	1.6667*** (2.96)
SRI Ranking of Contributors		0.0603* (1.69)	0.0764 (1.13)	0.0722* (1.88)	0.0604* (1.80)	-0.0205 (-0.58)	0.0105 (0.33)	0.0370 (0.89)	-0.0074 (-0.20)	-0.0254 (-0.77)
Constant	53.0000*** (41.64)	70.4602*** (3.45)	76.5377*** (3.37)	67.7195*** (3.28)	29.6891 (1.53)	65.2572*** (2.88)	83.2515*** (5.13)	64.6468*** (3.01)	48.0707*** (2.97)	57.0556*** (2.89)
Obs.	1,994	1,804	444	1,804	1,804	1,804	1,804	1,804	1,804	1,804
Adj. R^2	0.036	0.050	0.042	0.031	0.019	0.028	0.041	0.040	0.007	0.026

Table 4

Robustness

This table reports robustness checks for our main results from Table 3. The unit of observation is a member-year and SRI Ranking is the dependent variable in all models. Model (1) includes the % of the vote received by the Democratic candidate in the most recent election as a control variable. In model (2), we include an indicator variable for if that year's reported holdings are the most recently available during an election year. We then interact this indicator with CLS. Model (3) includes an indicator for whether or not a member's holdings are the most recently available during an election year and that member faced a close election in their last election. We again interact this indicator with CLS. Model (4) drops firms headquartered in the district of a House member or in the state of a Senate member from member portfolios before calculating SRI Ranking. Model (5) drops firms that donated to a member in a given year from the member's portfolio. Model (6) drops equity holdings in accounts labeled as spousal or dependent by CRP. Model (7) drops PSI stocks from member portfolios. All models include the same controls as in Table 3. All variable definitions are given in the Variable Appendix. We use OLS regressions, include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	Constituent Ideology	Election Year	Close Election	Drop Local Stocks	Drop Donating Firms	Drop Spousal/Dependent	Drop PSI
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLS	7.7875** (2.23)	8.1501*** (3.67)	8.5625*** (3.68)	8.1396*** (3.46)	7.9874*** (3.45)	10.8547*** (4.47)	6.1086*** (2.66)
D Voting (%)	0.6913						
Election Year	0.27	0.4829 (0.61)					
Election Year \times CLS		1.0135 (0.50)					
Close Election			1.8086 (0.58)				
Close Election \times CLS			10.2211 (1.05)				
Obs.	1,709	1,804	1,804	1,760	1,736	1,662	1,688
Adj. R^2	0.038	0.037	0.042	0.038	0.042	0.053	0.037
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Table 5

Is SRI Related to Risk Preferences?

This table reports the results of regressions that control for risk preferences in both our portfolio similarity and SRI holdings tests. In Panel A, the dependent variable is Portfolio Similarity, or the Jaccard similarity of holdings in a member pair-year. Along with $|\text{Diff in CLS}|$, the variables of interest are the SRI Similarity and DGTW Similarity of a member-pair portfolio. All models in Panel A have the same specifications as in Table 2, except for including the two additional variables of interest. In Panel B, we repeat our analysis found in Table 3, but include value-weighted portfolio-level averages of firm size, book to market, and prior year's stock returns as controls. The sample period is 2004–2012. All variable definitions are given in the Variable Appendix. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , p -value < 0.1 , respectively.

Panel A: Portfolio Similarity with Risk Preferences

	Portfolio Similarity			
	(1)	(2)	(3)	(4)
$ \text{Diff in CLS} $	-0.006*** (-5.11)	-0.003*** (-3.28)	-0.002** (-2.49)	-0.001 (-1.25)
DGTW Similarity		0.523*** (66.09)		0.385*** (80.27)
SRI Similarity			0.458*** (57.94)	0.302*** (68.51)
Obs.	219,020	219,020	219,020	219,020
Controls	Yes	Yes	Yes	Yes

Panel B: SRI Regressions with Risk Controls

	SRI Ranking							
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
CLS	8.5933*** (3.87)	2.9733 (1.54)	1.2445 (0.70)	5.0260*** (2.95)	6.3306*** (3.53)	7.2498*** (3.34)	1.2720 (0.85)	1.1225 (0.64)
Size	0.2536*** (6.40)	0.3229*** (8.79)	-0.1895*** (-5.45)	0.5870*** (17.66)	0.1718*** (5.77)	0.0493 (1.24)	-0.2507*** (-7.64)	-0.4249*** (-15.10)
B/M	-0.1411*** (-3.91)	0.1213*** (3.09)	-0.2551*** (-5.89)	-0.0044 (-0.14)	-0.0984*** (-2.72)	-0.1201*** (-3.38)	-0.0239 (-0.75)	-0.1643*** (-4.47)
12-Month Return	-0.1377*** (-5.35)	-0.0254 (-1.03)	-0.0837*** (-2.77)	-0.0582** (-2.57)	-0.0698*** (-2.89)	-0.0727*** (-2.98)	-0.0499** (-2.23)	-0.0060 (-0.23)
Constant	77.2022*** (3.96)	49.0576** (2.55)	58.4676*** (3.02)	44.8440*** (2.71)	86.2020*** (5.19)	74.7192*** (3.54)	61.5858*** (4.18)	84.8544*** (4.84)
Obs.	1,804	1,804	1,804	1,804	1,804	1,804	1,804	1,804
Adj. R^2	0.155	0.147	0.088	0.412	0.088	0.051	0.111	0.246
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Table 6

How Does SRI Vary Within a Party?

This table reports the results of regressions that examine whether SRI by members of Congress varies within a party. The dependent variable is the value-weighted average percentile ranking of equity SRI scores for a member's portfolio in a given year (SRI Ranking). The unit of observation is a member-year. In models (1) and (2), we restrict the sample to either Democrats or Republicans only, respectively. In model (3), we include an indicator for membership in the Democratic Party, along with CLS. In model (4), we include four indicators, which span all members, and drop the constant term. The four indicators are based on being above or below the median of CLS within each party. All variable definitions are given in the Variable Appendix. At the bottom of the table, we report the F-test results for the difference in coefficient estimates within model (4). We employ OLS regressions, include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	SRI Ranking			
	(1)	(2)	(3)	(4)
CLS	22.5405** (2.52)	16.1443* (1.91)	19.8411*** (3.20)	
Democrat			-9.9191** (-2.07)	
Conservative Republican				73.2031*** (3.56)
Moderate Republican				79.3379*** (3.70)
Moderate Democrat				78.2878*** (3.73)
Liberal Democrat				85.9067*** (3.98)
Ln(Age)	-2.9068 (-0.38)	-9.6744 (-1.48)	-6.3535 (-1.26)	-6.6059 (-1.31)
Male	-0.3685 (-0.13)	3.4055 (0.99)	1.6747 (0.76)	1.4435 (0.65)
Senate	-2.7399 (-1.01)	0.4280 (0.16)	-1.6261 (-0.86)	-1.1214 (-0.59)
Ln(Wealth (\$))	-0.5965 (-1.22)	-0.2045 (-0.28)	-0.3909 (-0.82)	-0.4379 (-0.93)
Ln(No. of Stocks)	0.8362 (0.92)	1.6300* (1.72)	1.3275** (2.03)	1.2609* (1.95)
SRI Ranking of Contributors	0.0752** (2.00)	0.0275 (0.45)	0.0580 (1.63)	0.0508 (1.47)
Constant	63.1644** (2.09)	90.1282*** (3.17)	82.5248*** (3.83)	
Obs.	901	903	1,804	1,804
Adj. R^2	0.046	0.023	0.049	0.87
Sample Restriction	Dem Only	Repub Only	Full Sample	Full Sample

- i. Liberal Democrat = Moderate Democrat? Rejected*** ($F=10.72$)
- ii. Conservative Republican = Moderate Republican? Rejected** ($F=6.15$)
- iii. Moderate Democrat = Moderate Republican? Not Rejected ($F=0.23$)

Table 7

Does Ideology Relate to Investments in Politically Sensitive Industries?

This table reports the results of regressions that examine how investment in politically sensitive industries is related to member ideology. The unit of observation is a member-year. In models (1) and (3), our dependent variable is PSI Weight, which is defined as the portfolio weight in industries that are commonly shown to be excluded in SRI investing screens: Guns and Defense, Mining, Tobacco, Alcohol, Gaming, and Oil and Coal. In models (2) and (4), our dependent variable is the weight of equity investment in Republican industries less Democratic industries for a member's portfolio in a given year (R - D Ind). We use the definitions of Republican and Democratic industries found in Addoum and Kumar (2016). All variable definitions are given in the Variable Appendix. We use OLS regressions, include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust *t*-statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	PSI Weight	R - D Ind	PSI Weight	R - D Ind
	(1)	(2)	(3)	(4)
CLS	-0.0735** (-2.08)	-0.1539*** (-3.78)	-0.0614* (-1.86)	-0.1122*** (-2.99)
SRI Ranking			-0.0014* (-1.77)	-0.0047*** (-7.06)
Ln(Age)	0.1936** (2.57)	0.1454* (1.67)	0.1877** (2.55)	0.1219 (1.47)
Male	0.0338 (1.10)	0.0349 (1.08)	0.0355 (1.12)	0.0408 (1.34)
Senate	-0.0357 (-1.19)	0.0293 (1.01)	-0.0380 (-1.29)	0.0208 (0.76)
Ln(Wealth (\$))	-0.0086 (-1.54)	0.0175*** (2.76)	-0.0092 (-1.63)	0.0157*** (3.02)
Ln(No. of Stocks)	0.0260*** (2.71)	-0.0415*** (-5.19)	0.0279*** (3.09)	-0.0351*** (-4.42)
SRI Ranking of Contributors	-0.0383 (-0.90)	0.0467 (1.23)	-0.0434 (-1.01)	0.0301 (0.84)
Constant	-0.5654* (-1.90)	-1.0754*** (-3.06)	-0.4651 (-1.65)	-0.7241** (-2.17)
Obs.	1,804	1,804	1,804	1,804
Adj. R^2	0.060	0.081	0.068	0.168

Table 8

Do “Pet Issues” Influence SRI?

This table reports the results of regressions that examine whether a member’s “pet issue” is related to their SRI choices. In particular, we study environmental and employee-related concerns. We define Pet Issue using committee membership and interest group scores (see the Internet and Variable Appendices for details). The unit of observation is a member-year. Models (1) and (2) test if having a pet issue is related to a member’s Environment and Employee portfolio ranking, respectively. The dependent variable in models (3) and (4) is a member’s Environment (Employee) score less the mean of their other SRI category rankings in a given year. We define these as Relative Environment and Relative Employee. We include the same controls found in Table 3, as well as issue-specific firm donation rankings. All variable definitions are given in the Variable Appendix. We use OLS regressions, include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	Environment	Employee	Relative Environment	Relative Employee
	(1)	(2)	(3)	(4)
Pet Issue Environment	4.7297*** (2.80)		2.6026* (1.81)	
Pet Issue Employee		5.3665*** (3.58)		3.1553** (2.31)
Obs.	1,804	1,804	1,804	1,804
Adj. R^2	0.020	0.032	0.008	0.014
Controls	Yes	Yes	Yes	Yes

Table 9

Saliency and SRI: Evidence from the BP Oil Spill

This table reports the results of regressions that test whether ideology is related to how member equity purchases respond to the British Petroleum Deepwater Horizon oil spill in April of 2010. Our sample is a member-month panel of net purchases. In models (1) and (3), our dependent variable is the dollar value of purchases of stocks in the bottom environment quintile scaled by the total dollar value of stock purchases, while in models (2) and (4), our dependent variable is the number of bottom environment quintile stocks purchased scaled by the total number of stocks purchased. We include 3-month time period indicators around the BP spill: 1 to 3 months and 4 to 6 months, both before and after the spill. We interact CLS with each of these time period indicators. All models include these time period indicators (not displayed). Models (1) and (2) use the same member controls found in Table 3, while models (3) and (4) include member fixed-effects and drop time-invariant member characteristics. All variable definitions are given in the Variable Appendix. We use OLS regression and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	(1)	(2)	(3)	(4)
CLS	-0.0061** (-2.22)	-0.0058** (-2.12)		
1-3 Months After BP \times CLS	-0.0176** (-2.26)	-0.0189** (-2.48)	-0.0179** (-2.44)	-0.0193*** (-2.75)
4-6 Months After BP \times CLS	-0.0022 (-0.44)	-0.0045 (-0.91)	-0.0024 (-0.51)	-0.0048 (-1.02)
1-3 Months Before BP \times CLS	0.0027 (0.61)	0.0033 (0.79)	0.0025 (0.56)	0.0030 (0.70)
4-6 Months Before BP \times CLS	-0.0038 (-0.60)	-0.0026 (-0.42)	-0.0052 (-0.84)	-0.0041 (-0.69)
Obs.	43,020	43,020	43,020	43,020
Adj. R^2	0.014	0.014	0.117	0.122
Fixed-Effects	Period	Period	Member and Period	Member and Period
Controls	Yes	Yes	Yes	Yes

Table 10

Does Ideology Influence SRI Mutual Fund Choice?

This table reports the results of regressions that examine how mutual fund choices reflect both a member's ideology and the salience of a fund's SRI characteristics. The unit of observation is a member-year. In model (1), we use indirect stock holdings from mutual fund investments to calculate SRI Ranking for each member-year portfolio. Model (2) uses a logistic regression, where the dependent variable is an indicator for if a member owns an SRI fund in a given year. In model (3), the dependent variable is a member's mutual fund portfolio weight in SRI funds. All variable definitions are given in the Variable Appendix. We use OLS regression in models (1) and (3), include year fixed-effects, and cluster standard errors by member in all specifications. The sample period is 2004–2012. Robust t -statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	SRI Ranking of MF Holdings	Invest in SRI Fund?	SRI Fund Weight
	(1)	(2)	(3)
CLS	-0.4624 (-0.51)	2.8005*** (3.41)	0.0217*** (2.80)
Ln(Age)	0.8732 (0.40)	2.6305* (1.95)	0.0230 (1.36)
Male	-0.1046 (-0.11)	-0.4604 (-0.96)	-0.0032 (-0.35)
Senate	0.1170 (0.15)	-0.5049 (-0.83)	-0.0009 (-0.15)
Ln(Wealth (\$))	-0.4488** (-2.01)	-0.2521 (-1.57)	-0.0024 (-1.63)
Ln(No. of MFs)	-0.9238** (-2.29)	1.0335*** (3.24)	0.0022 (1.16)
Constant	57.2513*** (6.70)	-11.3911** (-2.02)	-0.0478 (-0.84)
Obs.	1,463	1,463	1,463
Pseudo/Adj. R^2	0.202	0.248	0.040

Table 11

Does Ideology Alter the Influence of Donations on Portfolio Choice?

This table reports the results of regressions that examine how member ideology affects the relationship between firm donations and member equity ownership. Our sample is a member-year-firm panel created from the cross product of all member-years with an investable set of firms, defined as the full set of firms collectively owned in member portfolios combined with the full set of firms that have donated to any member in a given year in our sample. For each member-year-firm, we calculate a member's portfolio weight in the firm in that year, setting the weight to zero if the member does not own any stock in the firm in that year. Portfolio Weight is the dependent variable in all models. We include both member-year and firm-year fixed-effects and standard errors are clustered by member-year. The sample period is 2004–2012. Robust *t*-statistics are in parentheses. ***, **, and * represent p -value < 0.01 , p -value < 0.05 , and p -value < 0.1 , respectively.

	Portfolio Weight				
	(1)	(2)	(3)	(4)	(5)
% Donations	0.0331*** (7.29)	0.0609*** (4.80)	0.0375*** (6.76)	0.0332*** (7.22)	0.0443*** (5.98)
$ \text{CLS} \times \% \text{ Donations}$		-0.0671*** (-2.81)			
Strong Ideology $\times \% \text{ Donations}$			-0.0204*** (-2.62)		
CLS $\times \% \text{ Donations}$				0.0021 (0.24)	
Very Liberal $\times \% \text{ Donations}$					-0.0221** (-2.31)
Very Conservative $\times \% \text{ Donations}$					-0.0287*** (-3.23)
Obs.	6,464,936	6,464,936	6,464,936	6,464,936	6,464,936
Adj. R^2	0.017	0.017	0.017	0.017	0.017
Fixed-Effects.		Member-Year and Firm-Year			